MULTIMEDIA UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 1, 2019/2020**

## LEW0035- EFFECTIVE WRITING

(All sections)

15 October 2019
9.00 a.m. - 11.00 a.m.
(2 Hours)

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**INSTRUCTION TO STUDENT**

1. This question paper consists of **SEVEN** printed pages with **2** sections.
2. Answer **ALL** questions in the Answer Booklet.

## SECTION A: SUMMARY WRITING [30 MARKS]

**Question I (15 marks)**

**Instructions:** Read the following article and summarise in not more than 100 words the causes of conflict and aggression in children.

### The Causes of Conflict

1 The evidence taken from the observation of the behaviour of apes and children suggests that there are three clearly separable groups of simple causes for the outbreak of fighting and the exhibition of aggressiveness by individuals. One of the most common causes of fighting among both children and apes was over the possession of external objects. The disputed ownership of any desired object - food, clothes, toys, females, and the affection of others - was sufficient ground for an appeal to force.

2 Two points are of particular interest to notice about these fights for possession. In the first place they are often carried to such an extreme that they end in the complete destruction of the objects of common desire. Toys are torn to pieces. Females are literally torn limb from limb. Therefore, overriding is the aggression once it has begun that it not only overflows all reasonable boundaries of selfishness, but utterly destroys the object for which the struggle began and even the self for whose advantage the struggle was undertaken. In the second place it is observable, at least in children, that the object for whose possession aggression is started may sometimes be desired by one person only or merely because it is desired by someone else. There were many cases observed by Dr Isaacs where toys and other objects which had been discarded as useless were violently defended by their owners when they became the object of some other child's desire. Whether sensible or irrational, contests over possession are commonly the occasion for the most ruthless use of force among children and apes.

3 In addition, among children, one of the commonest causes of quarrelling was 'jealousy' - the desire for the exclusive possession of the interest and affection of someone else, particularly the adults in charge of the children. This form of behaviour is sometimes classified as a separate cause of conflict under the name of 'rivalry' or 'jealousy'. However, in point of fact, it seems to us that it is only one variety of possessiveness. The object of desire is not a material object - that is the only difference. The object is the interest and affection of other persons. What is wanted, however, is the exclusive right to that interest and affection - a property in emotions instead of in things. As subjective emotions and as causes of conflict, jealousy and rivalry are fundamentally similar to the desire for the uninterrupted possession of toys or food. Indeed, very often the persons, property which is desired, are the sources of toys and food.

4 Another cause of aggression closely allied to possessiveness is the tendency for children and apes greatly to resent the intrusion of a stranger into their group. A new child in the class may be laughed at, isolated, and disliked and even set upon and pinched and bullied. A new monkey may be poked and bitten to death. It is interesting to note that it is only strangeness within a similarity of species that is resented. Monkeys do not mind being joined by a goat or a rat. Children do not object when animals are introduced to the group.

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Indeed, such novelties are often welcomed, but when monkeys meet a new monkey or children a strange child, aggression often occurs. This suggests strongly that the reason for the aggression is fundamentally possessiveness. The competition of the newcomers is feared. The present members of the group feel that there will be more rivals for the food or the attention of the adults.

5 Finally, another common source of fighting among children is a failure or frustration in their own activity. A child will be prevented either by natural causes such as bad weather or illness or by the opposition of some adult from doing something he wishes to do at a given moment - sail his boat or ride the bicycle. The child may also frustrate itself by failing, through lack of skill or strength, to complete successfully some desired activity. Such a child will then in the ordinary sense become 'naughty.' He will be in a bad or surly temper. Hence, what is of interest from our point of view, the child will indulge in aggression - attacking and fighting other children or adults. Sometimes the object of aggression will simply be the cause of frustration, a straightforward reaction. The child will kick or hit the nurse who forbids the sailing of his boat. The angry child will stamp the ground or box the ears of another child when neither the ground nor the child attacked is even remotely connected with the irritation or frustration.

6 Of course, this kind of behaviour is so common that everyone feels it to be obvious and to constitute no serious scientific problem. When a small boy pulls his sister's hair because it is raining, it does not appear to the ordinary unreflecting person to be an occasion for solemn scientific inquiry. He is, as we should all say, 'in a bad temper.' Yet it is not, in fact, really obvious either why revenge should be taken on entirely innocent objects, since no good to the aggressor can come of it, or why children being miserable should seek to make others miserable also. It is just a fact of human behaviour that cannot really be deduced from any general principle of reason.

*Adapted from*: Glover, E. (1939). Personal Aggressiveness and War: By EFM Durbin and John Bowlby. (Kegan Paul, Trench, Trubner & Co., London, 1939. Pp. 154. International Journal of Psycho-Analysis, 20, 200-202.

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**Question II (15 marks)**

**Instructions:** Read the following article and summarise in not more than 100 words how women are pressured to put family before career.

**Women are Still Pressured to Put Family Before Career**

1 There is no denying that women around the world have made great strides toward equality in the past century. One hundred years ago, women in the United States still did not have the right to vote, and very few were allowed to pursue higher education or a meaningful career outside of their household duties. Fast forward to today, and more than 70 percent of women between the ages of 20 and 54 are active members of the national workforce. On top of this, 2015 marked the first year when women were, on average, more likely to have a bachelor's degree than men, and this trend is on the rise.

2 Despite all this newfound opportunity, the prevailing societal attitudes about what women are historically supposed to value still have a long way to go. To start off, no matter how successful a woman is, the burden of running a household still falls on the woman's shoulders. Instead, men get more of a pass when it comes to these duties, especially those that involve children. "Women have won unprecedented rights thanks to the feminist movement, but as a society, we still expect women to prioritise family over career, or even over their own needs," says Silvia Dutchevici, president and founder of the Critical Therapy Center in New York City. Dutchevici says many women feel pressure to "have it all," meaning both a thriving career and the perfect family, but that can be very difficult to achieve."Most women try to balance work and family," Dutchevici says, "but that balance is seldom equal." In fact, she says working mothers — even those with partners — often find themselves essentially working two full-time jobs: keeping their career together while doing the brunt of housework, cooking and child-rearing." Lashchyk says much of this pressure on women to conform to a more domestic lifestyle comes from friends and family. Other than the burden of taking care of the family, in many people's minds, a woman's career success pales in comparison to having a family. Especially if the woman is single, no matter how great her professional achievements, almost every single one of her conversations with her family will include questions about her romantic life or lack thereof. Dutchevici adds, "I could literally tell my family I had cured cancer and the conversation would still end with, 'But are you dating anyone?'"

3 While covert societal expectations might contribute to some of this inequality, workplace policies on maternity and paternity leave can hold a lot of the blame. Unfortunately, many workplace policies regarding taking time off to care for family do not follow the changing times. Both men and women suffer in their careers when they prioritise family, but women carry far harsher punishments. Their choice to take time off and start a family can result in lower pay, and fewer promotions in the future. The right to family leave is not a woman's issue, it is a society's issue, a family's issue." Lashchyk agrees with this sentiment. "There should be more flexibility and benefits (in the workplace), like longer periods of time for paternity leave. If paternity leave

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was extended, men could share a greater responsibility in child care, and they could also spend more time bonding with their infant children, which is beneficial for the entire family.

4 Another less visible way the modern workplace forces women to choose family over career has to do with the fact that women are pushing back pregnancy. Compared to their parents, the current generation is having children a decade later. Unfortunately, when women hit their mid-30s and they are finally ready for that managing position or that title of a partner at a firm they fought so hard for, they have to think about putting their career on pause and becoming a mom.

5 So, what can women do to combat these societal pressures? Finding workplaces that offer flexible schedules, work-at-home opportunities and ample maternity and paternity leave is a good first step, but Dr. Neeta Bhushan, an emotional intelligence advocate and author, says women should also learn to put themselves first. "The first step is being mindful of your emotional health in your relationships with others and the relationship you have with yourself," Bhushan says. "When you put yourself first, you are able to make a bigger impact on your community. This is different than being selfish — think beyond you. You want to make sure that you are being taken care of so that you can take care of others."

*Adapted from*: Keen, L. (2017, July 06). All The Ways Women Are Still Pressured To Put Family Before Career. Retrieved June 24; 2019, from https://www.huffpost.com/entry/family-career-pressure-put-on-women_n_59403b82e4b0d31854856b07.

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## SECTION B: CRITIQUE WRITING [20 MARKS]

**Question I: Linear Text (10 marks)**
**Instructions:** Read the text and answer the following question.

### How to Run a Successful Marketing Campaign

Nike's famous slogan "Just Do It" should not be applied to a marketing campaign for your small business. Many small firms place an advertisement here and there, put up a website or a Facebook page, and consider it done. Unfortunately, this approach is like fishing on dry land; you can cast as much as you like, but you will not catch anything because you are nowhere near the pond.

Hence, there are several steps that can be taken in order to achieve a successful marketing campaign. The first step is that, ideally, before you plan a marketing campaign, you should have a marketing plan for your business. The marketing plan is your master plan for marketing your small business. It provides the overall marketing objectives and strategies to lure your target market to your products or services. A marketing campaign, on the other hand, comprises just one small piece of your marketing plan—a marketing action designed to achieve a particular objective. When you know how your marketing campaign fits into your overall plan, you can identify your target market and how best to reach them.

After having a marketing plan, you should set your marketing campaign's objective and parameters. The campaign's objective should be as specific as possible. A specific metric is required such as a specific amount of sales for a specific product or service within a specific amount of time. Why? So that the parameters of your campaign are laser focused, and you can measure the effectiveness of the campaign as it proceeds. For example, sales of face beauty masks will increase by 50 percent in three months.

Next, determine how you will measure success. What metrics are you going to use? Your metrics will tell you if your marketing campaign is succeeding. You should also then set your marketing campaign budget. How much money you have to spend on your campaign will greatly affect the marketing strategies you choose. Do not depend on free advertising and promotion strategies for your small business. This is not to say that all free marketing strategies are bad, but there is always a cost to marketing even if it is only your time.

The fifth step is to choose your marketing strategies to communicate with the customers. Consider the communication channels that you are going to use. Some communication channels will be better suited to your target market, and you should know your target market. For instance, do not place radio ads if your target market does not regularly listen to the radio. Consider where your target market spends time. Where are they most likely to see or hear and pay attention to information about your products and/or services? In a magazine? On a bus? On their smartphone? You should also then create a timeline and action plan. Record exactly what you are going to do and when. This will greatly increase the chances that you follow through and will give

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you a record to evaluate the success of your marketing campaign. most.

6 The next step is to execute. Write your advertisement copy. Firm up your dates. Place your advertisement. Search for and approach someone to be the face of your online marketing campaign. Whatever actions your campaign involves, execute. Go back to your action plan timeline and check items off writing in the date of completion. It will keep you organised and motivated.

7 When the campaign is over, it is time to measure its success. How many bike seats did you sell per week or month pre-campaign? How many are you selling post-campaign? If your marketing objective was to increase sales of bike seats 25 percent over four months, compare May, June, July, August, and September sales figures. Once you know the results of your marketing campaign, you can improve your marketing strategies. Suppose that your bike seat marketing campaign increased bike seat sales by 41 percent, you would repeat your campaign the next year.

8 Some might argue that any marketing campaign is better than none because you are directing your small business marketing efforts. However, for the most bangs for your buck, planning and using metrics are the best strategy.

*Adapted from*: Ward, Susan. "Run a Successful Marketing Campaign and Improve Your Bottom Line." *The Balance Small Business*, The Balance Small Business, 25 June 2019, www.thebalancesmb.com/how-to-run-a-successful-marketing-campaign-2948364.

**Question:**

1. Write a critique within 200-250 words. You should evaluate the text on the following:

a. Organization (2 marks)
b. Tone (2 marks)
c. Language (2 marks)
d. Purpose (2 marks)
e. Credibility (2 marks)

Support your answers with detailed elaboration and provide evidence from the text where necessary. (10 marks)

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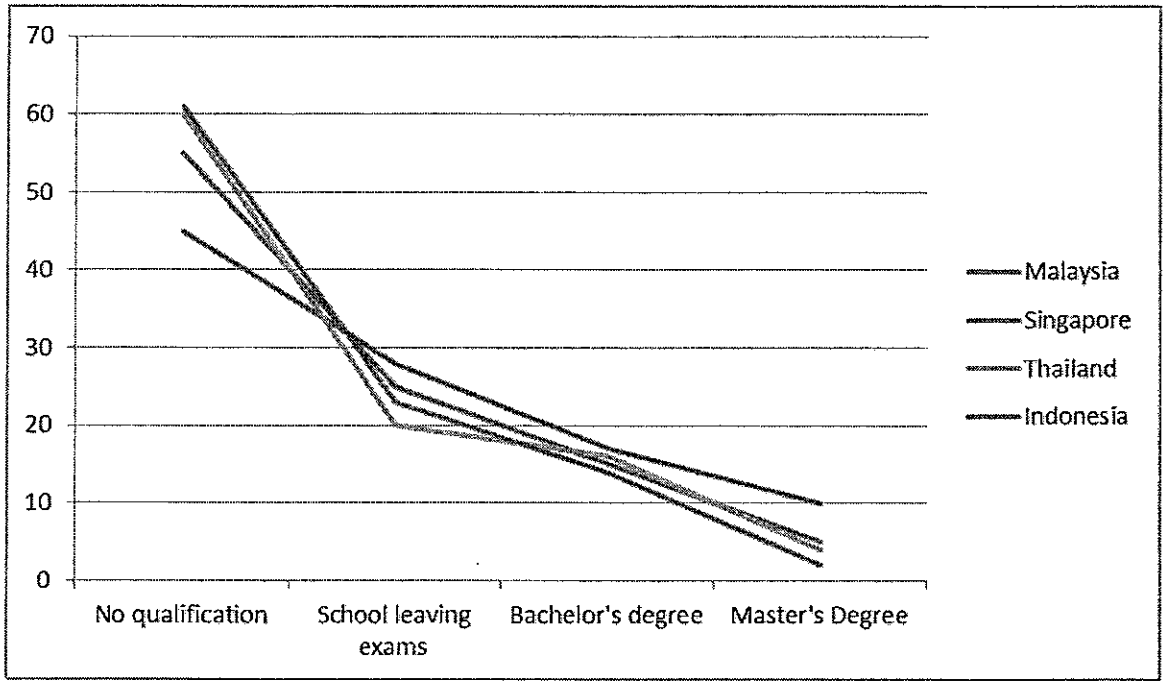
**Question II: Non Linear Text (10 marks)**

**Instructions:** Analyse the chart below and answer the following questions.

**Science Qualifications**




1. Critique the diagram in terms of:
   a. Content (2 marks)
   b. Layout (2 marks)
   c. Clarity (2 marks)
   (6 marks)

2. In your opinion, what kind of information is this chart trying to convey? Do you think the information has served its purpose? Justify your answers. (2 marks)

3. What better method would you choose in order to better present the same information? Explain. (2 marks)

**End of Paper**